

CPUC Energy Division Strategic Lighting Plan (SLP) Workshop

SCE Customer Technology Application Center (CTAC)
Irwindale Conference Center, 6090 N. Irwindale Ave., Irwindale, CA
Thursday, December 10, 2009 / 9:30 a.m. – 4:00 p.m. PST
Dial-in Number: 866-740-1260; Conference Code: 6437440
(Call details for break-out groups provide on Thursday's call)

Meeting Objectives

- Review progress to date
- Review suggested near near-, mid-, and long-term deliverables and measurable results for the goals/strategies
- Identify potential next steps for 2010

Time	Topic	Expected Outcome
9:30a – 10:00a	Introduction, Background, and Meeting Overview <ul style="list-style-type: none"> - Brief introduction of ED Staff and consultants - Brief introduction of workshop participants - Review of meeting objectives, scope, process 	<ul style="list-style-type: none"> - Ability to work together on a first-name basis - Understanding of mission, process, and objectives
10:00a – 11:00a	Review of SLP To Date <ul style="list-style-type: none"> - Review SLP vision, goals, and goal results - Obtain feedback on goal results - Briefly review tactics associated with each goal and strategy 	<ul style="list-style-type: none"> - Review suggested SLP goal results,
11:00p – 12:30p	Break-Out Groups: Review Tactics <ul style="list-style-type: none"> - Overview of break out goals - Break out groups to review tactics - Edit/amend tactics as necessary - Review suggested deliverables and measurable results for tactics 	<ul style="list-style-type: none"> - Review suggestions, provide feedback
12:30p – 1:15p	Lunch	
1:15p – 2:45p	Break-Outs Report Back <ul style="list-style-type: none"> - Review near-, mid-, and long-term deliverables and measurable results associated with each tactic - Provide group feedback - 	<ul style="list-style-type: none"> - Near-final list of suggested deliverables and measurable results
2:45p – 3:45p	SLP Strategic Action Plan <ul style="list-style-type: none"> - Discuss potential action plan for 2010 - Identify top-priority SLP activities - Discuss next steps 	<ul style="list-style-type: none"> - Understanding of priorities and next steps
3:45p – 4:00p	Wrap-Up	<ul style="list-style-type: none"> - List of action items

Key Definitions

Vision: Desired outcome (what we want the world in which we operate to look like; provides inspiration)
Goals: Broad approaches to achieving the vision
Strategies: Measurable steps toward each goal
Tactics: Tools we'll use to accomplish each strategy

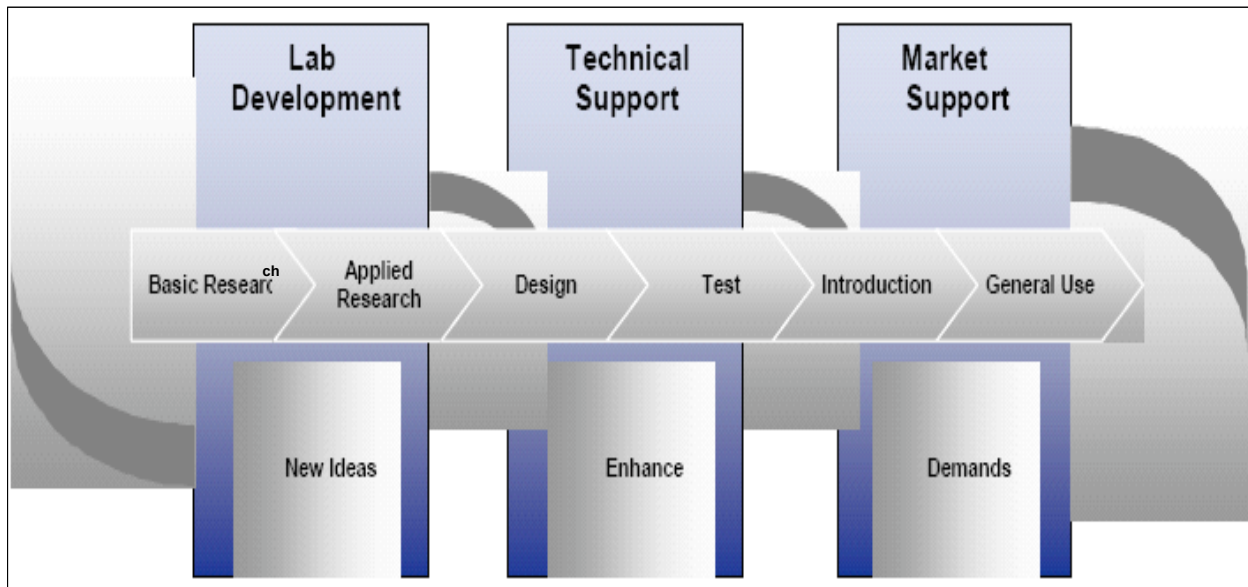
Market Transformation:

*"Market transformation is long-lasting, sustainable changes in the structure or functioning of a market achieved by reducing barriers to the adoption of energy efficiency measures to the point where continuation of the same publicly-funded intervention is no longer appropriate in that specific market. Market transformation includes promoting one set of efficient technologies, processes or building design approaches until they are adopted into codes and standards (or otherwise substantially adopted by the market), while also moving forward to bring the next generation of even more efficient technologies, processes or design solutions to the market."*¹

Three Key Lighting Market Transformation Themes²

1. **Integration** across sectors and technologies
 - Along the energy efficiency product development cycle
 - Among the public and private actors that will make the strategy successful
 - Local governments, public and private utilities, the financial community, educators, the energy efficiency trades manufacturers, and other state and federal agencies
2. **Innovation** that takes our program strategies and actions beyond current technologies and delivery approaches
 - Strengthen CA's position as leader in advancing efficiency
3. **Collaboration** among the individuals and organizations vital to ensuring effective integration and innovation
 - Process must now draw in parties that help take us beyond traditional program approaches

Lighting Market Transformation Pipeline



¹ Definition from August 25, 2009 *Decision Approving 2010 to 2012 Energy Efficiency Portfolios and Budgets*.

² From September 2008 *California Long-Term Energy Efficiency Strategic Plan*.